

# Pre-Conference Courses

## PRC-1: Emergency Operations Center: The Critical Tool for Event Management

Saturday, Sept. 17, 8:00 a.m. - 5:00 p.m.

Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.

\$695 per person

Presenter: Regina Phelps

An Emergency Operations Center (EOC) is critical for effective management of an event. It allows for command, control and communication and also helps to prevent the formation of "silos" that so commonly develop in an emergency environment. This workshop covers everything you need to know to design both the center and the management concept.

- Physical design factors
- Incident Command System
- Equipment and tools
- Who should be involved?
- Sustained Operations
- Communication concerns and solutions
- Role of Senior Management
- Forms and Processes
- Virtual EOC's

Regina Phelps, CEM, RN, BSN, MPA is founder of Emergency Management & Safety Solutions, a training and consulting company specializing in emergency management, continuity planning and safety.



## PRC-2: Conduct a Successful Risk Assessment: Assess, Mitigate and Protect as a Cornerstone of the BCP

Saturday, Sept. 17, 8:00 a.m. - 5:00 p.m.

Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.

\$595 per person

Presenters: Barry Pruitt

Michael Herrera, CBCP

Risk Assessment is the foundation of a "working" BCP. Learn to assess threats to your organization; know your level of mitigation, and when/where to spend limited monies for protection. You'll learn the pitfalls – and gain insight – for presenting the risk assessment to executives.

### Identify the Relevant Threats

Man-made, natural, technology

### The Probability of Threats

How to prepare for executive questions

### Interviewing

Be organized and save time by asking the right questions

### Site Analysis

Know how, and why to prepare for future updates

### Level Of Mitigation

Identify/evaluate mitigating controls, document findings and make recommendations.

### Management Report

Prioritize threats, report status of mitigating controls, present the findings/recommendations, and implement an action plan.

### Sample Exercise

Participants will conduct an interview and write an executive summary based on the findings.

**Workbook includes** threat assessment template, sample surveys, sample executive summary, and disk of all materials and presentation.

This comprehensive session provides tested and proven principles and practices for identifying and managing risk -- don't be caught without the necessary skills to protect your organization.

All participants will receive the DVD set: "Conduct a Successful Risk Assessment" at the conclusion of the class.

Barry Pruitt has 22 years experience managing major projects, teaches at USC school of business, has more than 14 years consulting and training experience.



Michael Herrera, CBCP, is the managing principal of MH & Associates, has more than 16 years technology, business, and recovery experience, and knows risk – he has first hand experience with four major disasters.



## PRC-3: Proven Practices in Business Continuity Planning

Saturday, Sept. 17, 8:00 a.m. - 5:00 p.m.

Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.

\$695 per person

Presenter: Randy Till, CBCP

This class will provide the attendees with a comprehensive review of the components, processes and practices required to implement a successful BCP Program. Till will provide examples, solutions to roadblocks and proven techniques for improving business continuity planning within your organization. Some of the topics included will be:

- Gaining management commitment and participation as a key success factor
- Assessing risks and defining business impacts associated with disruptions
- Defining processes and practices for effective emergency response and crisis management
- Reviewing strong practices and techniques associated with successful business continuity

and disaster recovery plans

- Presenting advanced recovery techniques and strategies
- Exercising recovery plans and capabilities
- Evaluating recovery readiness and effectively reporting results to management.

This class promises to provide immediately useful and applicable strategies and techniques through class interaction and instructor feedback. Both experienced and new business continuity planners will benefit.

In addition, each student will receive a free copy of the educational film "Best Practices in BCP."

Randy Till, CBCP, is vice president, global business continuity management for MasterCard International. He has been implementing BC programs within several organizations during his 18-year career.



## PRC-4: Ready, Set, Exercise: The Full Monty!

Saturday, Sept. 17, 8:00 a.m. to 5:00 p.m.

Sunday, Sept. 18, 8:00 a.m. to 11:30 a.m.

\$695 per person

Presenter: Steven B. Goldman

This workshop is the comprehensive version of Steve Goldman's "Ready, Set, Exercise!" seminar. During this hands-on workshop, you will learn the details of how to set up and conduct a successful crisis plan exercise.

- Where to begin
- Types of Exercises
- Getting Management support
- The Exercise Planning Checklist
- The Exercise Design Dream Team
- Scope, objectives, and extent of play
- Developing your Exercise Manual
- Resources, data, and props
- Controllers, evaluators, observers and players
- How to conduct and critique the Exercise
- Leveraging for your next Exercise
- Includes CD of all forms and templates presented in class.

The class will become skilled at the exercise development process; we will also develop a basic exercise scenario. Then we will practice what you learned as we participate in a table top drill and a simulated exercise.

Steven Goldman, Goldman Mgmt. Consultants, LLC, is a leading crisis management, business continuity, and crisis communications consultant. He has developed, conducted, and evaluated more than 100 drills and exercises.



**PRC-5: Train the Trainer: Fundamentals of BCP and Emergency Mgmt. Practices**

Saturday, Sept. 17, 8:00 a.m. - 5:00 p.m.  
 Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.  
 \$595 per person  
 Presenter: Deidrich Towne, Jr., CBCP  
 Dr. Tom Phelan

This is the ultimate "take home" course for new or experienced BCP professionals. With the tools and expert instruction PPBI will provide, you will be able to train other members of your organization. PPBI will provide take home Power Point slides, handouts, and reference material for you to conduct a BCP/EM orientation course back home. The course will include basic plan design, vulnerability and capability assessment, exercise design, training principles, and an easy to follow workshop outline. This is the ultimate "keeper" for adding value to your DRJ conference investment.

Deidrich Towne, CBCP, is security and disaster recovery manager for NationalGrid, USA and serves as chairman, PPBI Board of Directors.



Dr. Thomas D. Phelan, President, Strategic Teaching Associates, Inc., is a founding member of the U.S. Department of Homeland Security. He has recently consulted for USDA, FDIC, IBM, the American Institutes for Research, and several counties.



**PRC-6: BC Planning Made Simple**

Saturday, Sept. 17, 8:00 a.m. - 5:00 p.m.  
 Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.  
 \$595 per person  
 Presenter: Norman Harris, CRP  
 Tracy Cowan, CBCP

Since 9/11 what are we most worried about? Network Security? Physical Security? Terrorist Threats? Loss of Critical Staff? Power Outages? Natural Disasters? This interactive class will teach the student everything he/she needs to know to get started on their DR/BCP. Bring your laptop to this class and we will provide you with a CD full of resources, forms and questionnaires to utilize. Harris will cover the following:

- Risk Assessments Questionnaires
- Network Security Questionnaires
- Development of Business Processes
- Recovery Time Objectives
- Time Lines for Recovery
- Development of DR/BCP Teams
- Impact on Operations

This unique class is taught by Norm Harris and during the class he will personally assist you with your SR/BC Plan and insure that you have all the tools you need. All participants receive a complete four-DVD set of "BCP Planning Made Simple" at the conclusion of the class. Come to this class for one on one training, but register early. Space is limited.

Norman Harris is recognized as a leader in IT management and as founder of the DRP industry. He is the former chairman and CEO of Harris Recovery Solutions LLC.



Tracy Lee Cowan, CBCP, CRP is business continuity/disaster recovery consultant for ICSI Consulting Services, Inc.



**Pre-Conference Course Registration Form**

Complete this form and mail to: Systems Support Inc., PO Box 510110, St. Louis, MO 63151 or fax to (314) 894-7474. Make check payable to Systems Support Inc. or provide credit card information.

_____ PRC-1: Emergency Operations Center (\$695)	Check enclosed for \$ _____	Check # _____
_____ PRC-2: Conduct Successful Risk Assess. (\$595)	_____ Bill my Visa	_____ Bill my American Express
_____ PRC-3: Proven Practices in BCP (\$695)	_____ Bill my MasterCard	_____ Bill my Discover
_____ PRC-4: Ready, Set, Exercise: (\$695)	Account # _____	
_____ PRC-5: Train-the-Trainer (\$595)	Exp. Date _____	
_____ PRC-6: BC Planning Made Simple (\$595)	Signature _____	

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_ Mail Stop \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

*Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 18, 2005 without penalty. No refunds or credits will be given for cancellations received after Aug. 18, 2005. All no shows will be charged the full amount. All cancellations must be received in writing.*

*Registration in a course is non-transferable to a different course. Once on site, students must remain in the course in which they are enrolled.*

# Post-Conference Courses

## POC-1: Everything You Need To Know To Design The Successful Exercise

Wed., Sept. 21, 1:30 p.m. - 5:00 p.m.  
Thursday, Sept. 22, 8:00 a.m. - 5:00 p.m.  
\$695 per person  
Presenter: Regina Phelps

Learn from the exercise master – Phelps conducts 50+ exercises a year! Do you have a plan but have not yet tested it? You might discover that your document is less than sufficient. There are really only two ways to find that out. One is to have an actual disaster; the other is to do an exercise. The latter is usually a better learning experience and certainly a lot less stressful! The workshop details everything you need to do to design a successful exercise from the ground up. You will walk out of this workshop with your next exercise planned and under your arm!

- Five types of exercises
- Exercise Design Team
- The development of the Exercise Plan
- Selecting & Training a Sim Team
- Rules of exercise facilitation
- Participate in two advanced tabletop exercises
- Develop the outline for your own tabletop exercise

Regina Phelps, CEM, RN, BSN, MPA is an internationally recognized expert in the field of emergency management and continuity planning. She is founder of Emergency Management & Safety Solutions, a training and consulting company specializing in emergency management, continuity planning and safety.



## POC-2: Best Practices and the BIA

Wed., Sept. 21, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 22, 8:00 a.m. - 5:00 p.m.  
Friday, Sept. 23, 8:00 a.m. - 12:00 p.m.  
(private consultations)  
\$695 per person  
Presenters: Barry Pruitt,  
Michael Herrera, CBCP

This technical workshop is a hands-on consultative approach of leading participants through the BIA process.

You'll gain cutting edge material including best practices from around the world. Learn:

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- Through BIA interview, data collection, & executive summary exercises

- How to complete a BIA – start to finish!
- Tips, traps, and pitfalls in a BIA
- Suggested BIA tools and approaches
- How to identify risks and leverage results
- Advice on how to best “sell” the BIA
- How to identify your audience
- Where the BIA “fits” in the BCP process

Take home participant workbook, BIA sample questionnaire, sample executive summary, and all presentation materials on disk. Participants also get consultation on their personal BIA – and each participant gets a [free DVD copy of interview samples for the BIA](#).

The workshop concludes Thursday at 5:00 p.m. Bring your personal BIA and/or questions to schedule a FREE private consultation on Friday morning. You'll receive personal and specific feedback and advice on your BIA.

Barry Pruitt has 22 years experience managing projects, teaches train the trainer for project managers and has 12 years of project and BCP consulting and teaching experience.



Michael Herrera, CBCP, is the managing principal of MH & Associates Consulting. He has more than 15 years technology, business, and recovery experience



## POC-3: Proven Practices in Business Continuity Planning

Wed., Sept. 21, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 22, 8:00 a.m. - 5:00 p.m.  
\$695 per person  
Presenter: Randy Till, CBCP

To meet the demand for this class, it is being offered as both a pre- and post-conference course. It provides the attendees with a comprehensive review of the components, processes and practices required to implement a successful BCP Program. Till will provide examples, solutions to roadblocks and proven techniques for improving business continuity planning within your organization. Some of the topics included will be:

- Gaining management commitment and participation as a key success factor
- Assessing risks and defining business impacts associated with disruptions
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associated with successful business continuity and disaster recovery plans

- Presenting advanced recovery techniques and strategies
- Exercising recovery plans and capabilities
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This class promises to provide immediately useful and applicable strategies and techniques through class interaction and instructor feedback. Both experienced and new business continuity planners will benefit.

In addition, each student will receive a free copy of the educational film “Best Practices in BCP.”

Randy Till, CBCP, is vice president, global business continuity management for MasterCard International. He has been implementing BC programs within several organizations during his 18-year career.



## POC-4: NIMS ICS for Business and Industry

Wed., Sept. 21, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 22, 8:00 a.m. - 5:00 p.m.  
\$595 per person  
Presenters: Dr. Tom Phelan  
Deidrich Towne, Jr. CBCP

PPBI has combined the NFPA 1600 Standard with NIMS Incident Command principles to create an easy to adapt ICS model for business and industry. Compliance with the Department of Homeland Security's National Incident Management System (NIMS), and the categories of the National Fire Protection Association 1600 Standard as revised in 2004 serve as the basis for this simplified critical incident management course. PPBI's instructors have experience in both public and private sector disaster recovery. The course is highly interactive and easily adaptable to your organization's needs. Learn to use ICS to improve incident management.

Dr. Thomas D. Phelan, President, Strategic Teaching Associates, Inc., is a founding member of the U.S. Department of Homeland Security. He has recently consulted for USDA, FDIC, I.B.M., the American Institutes for Research, and several counties.



Deidrich Towne, CBCP, is security and disaster recovery manager for NationalGrid, USA and serves as chairman, PPBI Board of Directors.



## POC-5: Crisis Communication: Precision Planning, Preparing, and Performing

Wed. Sept. 21 1:30 p.m. – 5:00 p.m.  
 Thurs. Sept. 22 8:00 a.m. -5:00 p.m.  
 Friday Sept. 23 8:00 a.m. -11:30 a.m.  
 \$795.00 per person  
 Presenter: Robert C. Chandler, Ph.D.

This interactive course enables participants to review the essential components of a complete crisis communication plan for disasters, emergencies, and crisis events. The course is appropriate for BC managers, DR planners, professionals in the crisis management field, and anyone who is responsible for coordination and strategic planning for communicating during crises and disasters. This course covers communication concerns ranging from intelligence gathering and information analysis, C3 (command, control, and coordination) communication, emergency notification protocols, interaction with news media, and a variety of communication failure points.

The content of the course includes a review of critical aspects of crisis communication planning. This course focuses on the communication processes, human factor systems, and the knowledge, skills, and abilities essential to sustain effective communication.

Participants are encouraged to bring copies of existing crisis communication plans for review. In addition to numerous examples, discussion

of challenging situations and a review of crisis communication planning this course will include a Mock Disaster Press Conference/Media Briefing Simulation Exercise (with university news reporters and TV broadcast news journalists participating in actual coverage as well as post exercise debriefing with the participants), self-assessed measurement of your crisis communication effectiveness capability, and highly helpful table top exercises.

Participants will also receive a DVD containing filmed interviews with crisis communication experts conducted by Dr. Chandler. Pre-paid early registrants will be mailed their DVD in advance. This video is an invaluable resource to raise awareness and urgency among fellow workers, senior management, and top executives.

*Robert C. Chandler, Ph.D. is the Blanche E. Seaver Professor and Chair of the Communication Division in the Center for Communication and Business at Pepperdine University.*



This workshop is a special presentation of the very popular seminar that normally costs \$2,091 and has been given around the world. Topics include the reasons for planning; the parameters of recovery planning; security; how to do a TRA, a BIA and a Risk Analysis; how to determine critical processes; what alternate methods are available; how to select recovery strategies; the importance of records management; offsite storage; and much more.

Included is a fully-registered copy of the Phoenix Disaster Recovery Planning System. At this workshop, you will develop the first draft of a recovery plan for your own company. This is a seminar for those who must develop the skills to manage their Disaster Recovery Plan.

You will learn how to prepare an in-depth emergency response plan and by the end of the seminar, you will have a draft of your first plan to take back to your office.

*Jeffrey Williams is president and chief strategist for Binomial International Inc. and DisasterRecovery.com Inc.*



## POC-6: Outrageously Easy Recovery Planning

Wed., Sept 21, 1:30 p.m. - 5:00 p.m.  
 Thurs., Sept. 22, 8:00 a.m. - 5:00 p.m.  
 Friday, Sept. 23, 8:00 a.m. - 11:30 a.m.  
 \$795 per person  
 Presenter: Jeffrey Williams

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 POC-2: Best Practices and the BIA (\$695)  
 POC-3: Proven Practices in BCP (\$695)  
 POC-4: NIMS ICS for Business & Industry (\$595)  
 POC-5: Crisis Communication (\$795)  
 POC-6: Outrageously Easy Recovery Planning (\$795)

Check enclosed for \$ \_\_\_\_\_ Check # \_\_\_\_\_

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Signature \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ Mail Stop \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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